

Tenth National Green Power Marketing Conference

October 24-26, 2005 · Austin, Texas · Austin Marriott at the Capitol

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<u>Time / Day</u>	<u>TRACK A</u> GREEN POWER MARKETS AND POLICIES	<u>TRACK B</u> BEST PRACTICES IN PROGRAM IMPLEMENTATION
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<u>DAY 1</u>	<u>MONDAY, OCTOBER 24</u>	
8:30 AM to 10:00 AM	OPENING PLENARY THE STATE OF THE GREEN POWER INDUSTRY A DECADE OF INDUSTRY DEVELOPMENT AND A LOOK TO THE FUTURE	
10:00 AM to 10:30 AM	NETWORKING BREAK	
10:30 AM to 12:00 PM	SELLING GREEN POWER IN TEXAS	GREEN POWER PRODUCT DESIGN
12:15 PM to 1:15 PM	GROUP LUNCH	
1:30 PM to 3:00 PM	STATE POLICY SUPPORT FOR GREEN POWER MARKETS	GREEN POWER PROGRAM ADMINISTRATION
3:00 PM to 3:30 PM	NETWORKING BREAK	
3:30 PM to 5:00 PM	PLENARY SESSION WHY WE DECIDED TO BUY GREEN POWER A BUSINESS CUSTOMER PANEL	
5:00 PM to 6:00 PM	PRE-BANQUET RECEPTION	
6:00 PM to 7:00 PM	BANQUET DINNER	
7:00 PM to 9:00 PM	GREEN POWER LEADERSHIP AWARDS CEREMONY	

<u>DAY 2</u>	<u>TUESDAY, OCTOBER 25</u>	
8:30 AM to 10:00 AM	PLENARY SESSION GREEN POWER MARKETING MATERIALS AND MESSAGES PAST, PRESENT, AND FUTURE	

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10:00 AM to 10:30 AM	NETWORKING BREAK	
10:30 AM to 12:00 PM	CO ₂ AND GREEN POWER MARKETS	MARKET ANALYSIS AND STRATEGIES FOR EFFECTIVE TARGETING
12:15 PM to 1:15 PM	GROUP LUNCH	
1:30 PM to 3:00 PM	RENEWABLE ENERGY CERTIFICATES	MAXIMIZING THE BENEFITS OF A GREEN POWER PURCHASE
3:00 PM to 3:30 PM	NETWORKING BREAK	
3:30 PM to 5:00 PM	PLENARY SESSION THE U.S. GREEN POWER MARKETING INDUSTRY STRENGTHS, WEAKNESSES, OPPORTUNITES AND THREATS	
6:00 PM to 9:00 PM	OFF-SITE RECEPTION	

<u>DAY 3</u>	<u>WEDNESDAY, OCTOBER 26</u>	
8:30 AM to 10:00 AM	RECENT POLICY DEVELOPMENTS IMPACTING GREEN POWER MARKETS	SUCCESSFUL TECHNIQUES FOR CORPORATE, COMMUNITY AND MAINSTREAM AUDIENCES
10:00 AM to 10:30 AM	NETWORKING BREAK	
10:30 AM to 12:00 PM	CLOSING PLENARY PUTTING IT ALL TOGETHER LESSONS LEARNED FROM TOP GREEN POWER PROGRAMS	
12:00 PM	CONFERENCE ADJOURNS	